

## Global success and engagement for Kiss Goodbye to MS

18th February, 2016



Kiss Goodbye to MS has launched around the world. This is a crucial moment for MS as the world unites to increase the funding available for MS research globally. The global adoption of the [Kiss Goodbye to MS](#) campaign is the first worldwide major fundraising initiative purely for MS research, and has the potential to accelerate research around the world.

The USA, Sweden, Ireland, France, Mexico and Argentina have launched their Kiss Goodbye to MS campaigns with an overwhelming response. Following the positive reaction from each community, Greece has also adopted this initiative,

committing to launching Kiss Goodbye to MS late-February. Denmark and New Zealand will run Kiss Goodbye to MS alongside our Australian campaign in May, bringing the total number of countries working together to Kiss Goodbye to MS in 2016 to ten.

The core objective of [Kiss Goodbye to MS](#) is to raise funds for MS research, but also aims to deliver a campaign about 'hope' and 'empowerment' to the MS community, and together we can fund research bringing us one step closer to freedom from MS. The positive message that Kiss Goodbye to MS communicates, and the message that encompasses the initiative has been replicated around the world, with thousands of people showing their support on social media.

American actress and comedian Amy Schumer has been an inspiring advocate for Kiss Goodbye to MS in the USA. Amy's Father, Gordon, is living with MS, diagnosed when she was just 12 years old. Amy has committed to using her popularity to generate media attention and awareness for MS, and has often spoken openly about the impact that MS has had on her family. Amy supported the Kiss Goodbye to MS campaign with a short video of her sending a goodbye kiss to MS, which has been retweeted more than 1,500 times on Twitter.

Amy Schumer is just one example of the high profile people that are a part of Kiss Goodbye to MS around the world, including American NCIS actor Shemar Moore and Spanish Actress Paula Schevarria. To give an example of the modern day power of social media, countries such as Peru and Spain, who were not even involved this year, have now either got on board or committed to running the campaign in 2017 due to the sheer groundswell of interest that extended from Europe and into Latin America. We are also absolutely thrilled to hear that MS India has run a Kiss Goodbye to MS event.

Each country has adopted Kiss Goodbye to MS in their own unique way, whether it is asking for online donations, calling on students to wear red, holding events or asking people to fundraise among their family and friends. But the common attribute of Kiss Goodbye to MS that stands out everywhere is the positive and inspiring message that it brings.